



# THE PATHWAY TO SUCCESS

## THE STRATEGIC PLAN OF INDIANA STATE UNIVERSITY **PARTNERING FOR SUCCESS**



**Indiana State  
University**

*More. From day one.*

**Initiative:** 1      **Initiative Title:** Energize Downtown

### **Introduction**

Indiana State University (ISU) values its community partners and is working with key businesses and organizations to revitalize downtown Terre Haute and the neighborhoods surrounding campus. These efforts are enhancing the campus environment for students, staff and faculty and creating opportunities for economic development and external engagement.

ISU students are increasingly engaged in the process of energizing downtown and 2015 will be a critical year to build upon ISU's relationship with downtown Terre Haute merchants and stakeholders.

### **Purpose**

The University recognizes the importance and value of building a great "college town" and is committed to working collaboratively with arts and community development partners to ensure the continued revitalization of downtown Terre Haute. We are providing meaningful experiential learning opportunities for students, faculty and staff to enhance the overall campus environment, which, in turn, is having a positive impact on recruitment and retention of quality students and faculty.

The Energize Downtown projects identified for FY2015 will provide ISU the opportunity to demonstrate tangible results in partnership with downtown merchants, developers and arts organizations. The initiative also continues to strengthen the town/gown relationship and results in further mutually beneficial projects.

### **Methods**

Partnerships with Downtown Terre Haute Inc., Art Spaces, the City of Terre Haute and area developers continue to provide ISU a strong network to identify and implement methods by which the University can best affect the redevelopment of downtown. We have already succeeded in revitalizing the city core through completed and ongoing projects, such as the ISU Barnes & Noble Bookstore and Foundation offices, the Scott College of Business, and the current development of off-campus student housing downtown, which will lead to additional "college town" retailers.

During Fiscal Year 2015, the Energize Downtown team will concentrate on the retail recruitment strategy and supporting the Downtown Terre Haute, Inc. initiative to incubate locally grown retail operations. The team has identified three specific projects which will support and engage downtown merchants and the arts and cultural community.

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## **Discussion**

The Energize Downtown initiative is a long term strategy that will require multiple years to reach its full potential. However, recent public and private investments are already creating the type of progress needed to move Terre Haute toward becoming a great "college town." Projects such as Chava's Mexican Grill, J. Gumbo's, Yogurt in Love, and the Indiana Theatre are examples of new college-oriented retailers and services being frequented by students and area visitors. Downtown Terre Haute Inc. also reports a significant increase in the amount of inquiries concerning available space and other market data.

Further success will rely on the resources available to complete an updated market study, deliver recruitment materials to targeted merchants, and refine the cooperative marketing program for the district. The Energize Downtown team will continue to need student interns to organize and conduct marketing research, execute survey distribution, coordinate engagement forums, and compile database information to assist in retail recruitment.

The best opportunities we have to influence and recruit targeted retailers will come from our partnerships with the developers completing the new ISU downtown student housing project and the Deming building. These projects will provide the next catalyst for demand of retail goods needed to sustain a vibrant and dense neighborhood of students and young professionals.

Also important to our forward movement is the aesthetic quality of place initiative being driven by Art Spaces. The Turn to the River project will provide the needed leadership and planning to help connect downtown Terre Haute to the Wabash River via the government campus, and further interconnect ISU's future athletic facilities to downtown and Fairbanks Park.

## **Summary**

Years from now, when Terre Haute has earned the reputation of being among the great college towns of Indiana, there will be stories told of how it finally happened. And although it will be through the efforts of numerous public and private investments, both large and small, there will be one significant force recognized for this achievement - ISU.

Energize Downtown will continue to build and strengthen these partnerships and engagements that are guiding the effort. Projects that bring a university presence directly downtown (e.g. Scott College of Business, Barnes & Noble, the ISU Foundation and now student housing) are beginning to have the impact we seek and 2015 will be another critical year to make progress.

## **Initiative Chair(s) and Contact Information**

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